the undergraduate admission experience

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Office of Admission
THANK YOU
Topics

1. Intro to the Office of Admission
   Who we are and what we do

2. Understanding Gen Z
   Overall, Generation Z students have replaced millennials on college campuses.

3. Recruiting in a pandemic
   Shifts the Office of Admission have made to engage with students in new ways
Admission Officers
Review and process all applications, transcripts and documents; send admission status updates to students

Visit Team
Coordinate all aspects of campus visits and events; work closely with faculty and advisors for academic appointments

Support Team
Provide support for all areas of the Office of Admission such as mailings, student database, office operations and supplies

Admission Counselors
Personalized, continual communication with students as they inquire, apply and are admitted NDSU - designated first-year and transfer counselors

The Team
ndsu.edu/admission/meet_our_staff

Our office serves undergraduate domestic students
The Admission Funnel

- **Leads/Prospects**
  - **Inquiries**
  - **Applicants**
    - **Stealth Applicants**
    - **Completed Applicants**
      - **Accepted**
      - **Committed**
      - **Enrolled**
      - **Retained**

**Marketing & promotion** (awareness)
- Individualized recruiting & relationship building begins
- Build upon awareness and keep students engaged and excited
- Melt & swirl prevention methods
The New College Student

“Gen Z is the most diverse generation in modern American history.”
- The Chronicle of Higher Education
Gen Z’ers are...

- Born between 1995–2010
- “Prefer self-learning, applied learning, immersive educational experiences, and technologically-mediated instruction to faculty-driven education and passive learning” ([Inside Higher Ed, 2019](#))
- Entrepreneurial, desire practical skills with their education, and are concerned about the cost of college ([NACAC, 2020](#))
- A demanding generation living through demanding times ([EAB Webinar, 2021](#))
- Content creators and quick to adopt new technological platforms ([EAB Webinar, 2021](#))
- More receptive to personalized marketing and communications ([EAB Webinar, 2021](#))
- Savvy shop for good value, appreciate price transparency, and want to estimate their return on investment as specifically as possible ([Chronicle, 2018](#))
- “Less seasoned than previous generations, which raises the stakes for personal development as part of the college experience — more guidance on issues like study habits, wellness, and free speech” ([Chronicle, 2018](#))
- Appreciate practical real life experiences ([NACAC, 2020](#))
Marketing to Gen Z Is a Challenging Endeavor

Digitally Savvy

Overwhelmed

Stressed and Anxious

Self-Directed

Limited Attention Span

Discerning

Entrepreneurial

Busy

Visual aid from EAB (Education Advisory Board), February 2021
Three Truths About Gen Z

1. Gen Z Values Authentic and Personalized Communication

2. Gen Z Is Skeptical and Pragmatic About the Value of College

3. Gen Z Is Anxious About the College-Search Process

Visual aid from EAB (Education Advisory Board), February 2021
Students Are Looking for Personalized Content

“What type of personalized messaging from a college would make you the most interested in learning more or applying?”

Ranked #1/#2/#3; Top 6 of 9, n=1,088

- Providing specific information about programs, majors, clubs, and specific areas of interest that relate to me: 51% (Female) 57% (Male)
- Invite me on a personal tour of the campus: 39% (Female) 43% (Male)
- Providing specific budgeting information that relates to my financial situation: 36% (Female) 45% (Male)
- Receive videos from current students about their college experience: 28% (Female) 31% (Male)
- Provide college T-shirts and swag: 23% (Female) 31% (Male)
- Outreach from professors or other faculty: 27% (Female) 27% (Male)

Visual aid from EAB (Education Advisory Board), February 2021
Websites and Virtual Tours Even More Important Now

“If you aren’t able to visit a campus, which information sources will be most helpful to you to learn more about a college or university?”

*StudentPOLL Survey, June 2020*

<table>
<thead>
<tr>
<th>Information Source</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>College Websites</td>
<td>75%</td>
</tr>
<tr>
<td>Virtual Campus Tours</td>
<td>72%</td>
</tr>
<tr>
<td>Personalized Emails from Schools</td>
<td>51%</td>
</tr>
<tr>
<td>Virtual Q&amp;A</td>
<td>46%</td>
</tr>
<tr>
<td>Print Material Mailed to Home</td>
<td>40%</td>
</tr>
<tr>
<td>Virtual College Fairs</td>
<td>37%</td>
</tr>
<tr>
<td>Virtual One-on-One Meetings</td>
<td>37%</td>
</tr>
<tr>
<td>Social Media</td>
<td>37%</td>
</tr>
</tbody>
</table>

*Visual aid from EAB (Education Advisory Board), February 2021*
POLL

What do you think is the most influential factor for incoming students as they consider college?

- Affordable Tuition
- Financial Aid/Scholarships
- Safety of Community
- Location
- Quality of Education
- Program Availability

**Data from survey of Fall 2020 students who enrolled at NDSU**
Most Influential Factors on Decision to Attend NDSU

Fall 2020 Students Rated as Moderate to Very Important

- Safety of Community
- Financial Aid/Scholarships
- Availability of Major
- Quality of Education
- Affordability of Tuition
TOP 5: Which one resource form did you find most informative during the admission process?

**First Year**

<table>
<thead>
<tr>
<th>CAMPUS TOUR</th>
<th>STUDENT OR ALUMNI</th>
<th>FACULTY OR STAFF</th>
<th>FAMILY OR FRIEND</th>
<th>WEBSITE</th>
</tr>
</thead>
<tbody>
<tr>
<td>2018: 37%</td>
<td>2018: 21%</td>
<td>2018: 8%</td>
<td>2018: 11%</td>
<td>2018: 5%</td>
</tr>
<tr>
<td>2019: 31%</td>
<td>2019: 24%</td>
<td>2019: 10%</td>
<td>2019: 10%</td>
<td>2019: 7%</td>
</tr>
<tr>
<td>2020: 38%</td>
<td>2020: 20%</td>
<td>2020: 14%</td>
<td>2020: 7%</td>
<td>2020: 4%</td>
</tr>
</tbody>
</table>

*Data from enrolled student surveys 2018-2020*
TOP 5: Please select the single most influential factor in your decision to attend NDSU.

### Transfer

<table>
<thead>
<tr>
<th>2019</th>
<th>2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Level of support for intended major</td>
<td>1. Future career opportunities</td>
</tr>
<tr>
<td>2. Location</td>
<td>2. Location</td>
</tr>
<tr>
<td>3. Cost</td>
<td>3. Level of support for intended major</td>
</tr>
<tr>
<td>5. Program availability</td>
<td>5. Contact with a NDSU graduate/current student</td>
</tr>
</tbody>
</table>

Data from enrolled student surveys 2019-2020
Simplifying & Adapting
## Fall 2021 Entering Class Snapshot

<table>
<thead>
<tr>
<th></th>
<th>APPLICATIONS* (includes cancels)</th>
<th>ADMITS</th>
<th>COMMITS</th>
</tr>
</thead>
<tbody>
<tr>
<td>FIRST YEAR</td>
<td>7,855</td>
<td>6,873</td>
<td>1,194</td>
</tr>
<tr>
<td>TRANSFER</td>
<td>498</td>
<td>269</td>
<td>N/A</td>
</tr>
</tbody>
</table>

*Additional 1,500 applications anticipated between now and August
Including summer and spring applicants, approximately 11,000+ applications processed annually

Data as of 2/16/2021
The Admission Process

- **step 1.** APPLY FOR ADMISSION
- **step 2.**
- **step 3.**
- **step 4.** RECEIVE ADMISSION DECISION
Pre-COVID

Only ‘official’ documents accepted

Primary communication was postal mail

ACT/SAT required for admission consideration

Opportunities

Loosened internal definition of ‘official’

Increased electronic communications

Worked with state board and developed processes to exempt ACT/SAT requirement for admission consideration
4.4 days
overall average FYR time to decision

6.7%
FYR incomplete percentage
We quickly pivoted last spring to accommodate visits during a pandemic:

- **Campus Visit Guidelines**
- Expanded virtual options to include evenings and weekends, virtual classroom options, and direct access to counselors
- NDSU Visits app and YouVisit Virtual Tour
- Virtual groups visits for high schools
- Virtual college fairs - customized to include academic or student resource information
- Expanded on-campus options for admitted students

We continue to adapt and expand offerings thanks to the collaboration from our campus partners like you - thank you!
Campus Visit Options

Admitted Student Days
Discover NDSU is our largest campus visit event of the year and will include a resource and academic fair, an admission presentation, a student panel, and a student-led campus tour.

Transfer Open House
Includes information about the admission process, transfer credits, program information, and more.

Virtual Next Steps Mini Series
20-30 minute virtual sessions covering Why NDSU, Financial Aid 101, Understanding your FA award, Housing and Dining, and what to expect this Fall.

Academic Appointments
Offered virtually via zoom or in person. Increasing a student's likelihood of enrolling.

Weekday Campus Visits
Available Monday - Friday between 9:00 and 4:00. Personalized options that can include a campus tour, admission meeting, and academic appointments.

Other Virtual Options
Admission meetings, academic appointments, and classroom visits are all available virtually as various times to meet students needs.
Transfer Student Recruitment & Communication

- Virtual 2 year college fairs
- Virtual 2 year college drop-in sessions
- Phi Theta Kappa meetings

- Variety of contact methods: emails, mailings, phones, texts, group chats
- Incomplete Application Outreach
- Admitted Student Outreach
Transfer Student Success Team

Transfer Website
Work on creating a centralized transfer website

Transfer Hot List
Looking for programs that have transfer barriers

Advising Bridge
Address advising issues transfer student have
We’re All In This Together!

NDSU Bulletin
Admitted Student Engagement
Recruitment Appointments and Events
Outreach Partnerships
DEI Efforts
Does anyone have any questions?

Thanks!